TODAY’S CONSUMER

Today’s consumer looks at 5 key attributes when making food purchasing decisions away from home:

- quality products presented in a clean environment
- a variety of on-trend flavors
- quick and convenient service
- a good value for the price paid
- well-known and trusted brands

GETTING MORE FROM YOUR GRILL

Your location is interested in meeting today’s consumer demands, but with two other major considerations:

1. **Incremental Profits**
   - more traffic
   - incremental (add-on) sales
   - higher margins

2. **Operational Ease**
   - minimal labor required
   - simple maintenance
   - quick cooking
   - little waste

Sara Lee understands your business and wants to help!

This Roller Grill Program Manual will show you how to please your customers while keeping operations simple and increasing total profits.
THE SARA LEE ADVANTAGE

The Sara Lee Roller Grill Program addresses all your needs with:
• expertise in running a clean and efficient roller grill
• tips on keeping a fully stocked grill with flavors that tempt your customers
• brand names and merchandising tools that add value to your bottom line

BRANDS YOU CAN TRUST

You know you can rely on Sara Lee’s family of brands for both consistent quality products and names that will attract customer interest.

Ball Park® franks were voted best-tasting by American Culinary Chefs Best in 2007
Products All-Beef and Meat Hot Dogs

The Hillshire Farm® brand has a 96% awareness among consumers
Products Smoked and Specialty Sausages

The Jimmy Dean® brand has a 99% awareness among consumers
Products Raw and Fully Cooked Sausages

¹IRI Infoscan, 52 weeks ending December 2006.
²Benchmark Research 2006.
Roller Grill Overview

MANUAL CONTENTS

Part 1: Equipment & Maintenance Tips
• The Basic Roller Grill
• Installation
• Preparing A New Grill
• Preheating
• Daily Cleaning
• General Maintenance
• Warranty Information

Part 2: Product Handling & Food Safety
• Receiving Product
• Thawing Frozen Product
• Heating
• Holding
• Prep, Sales and Waste Charts
• Food Safety
• Serving Product

Part 3: Maximizing Your Grill Menu
• Products
• Menu Ideas
• Plan-O-Gram Options
• Signage and Point of Sale
• Promotions
• Profit Analysis
THE BASIC ROLLER GRILL

A – THE ROLLER GRILL

<table>
<thead>
<tr>
<th>SLM-RC24-RG</th>
<th>SLM-RC35-RG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Roller Grill</td>
<td>Large Roller Grill</td>
</tr>
<tr>
<td>Outer dimensions:</td>
<td>Outer dimensions:</td>
</tr>
<tr>
<td>24”W x 19”D</td>
<td>35”W x 19”D</td>
</tr>
<tr>
<td>Average capacity:</td>
<td>Average capacity:</td>
</tr>
<tr>
<td>27 (three rows of 9)</td>
<td>45 (five rows of 9)</td>
</tr>
</tbody>
</table>

B – Menu Board
Use the Menu Board to list the brands and products along with their prices.

C – Roller Grill Dividers
Roller Grill Dividers clearly identify the varieties of product featured on the grill or to identify products that are still cooking.

D – Roller Grill Temperature Controls
Separate dials control the heat on the front and the back of the grill.

E – Sneeze Guard
The Sneeze Guard is a clear plastic shield that keeps airborne germs from reaching the food and holds the product at a consistent temperature.

F – Condiment Station
An area with bulk or individual packages of ketchup, mustard and other condiments.

G – Bun Box
The Bun Box holds buns so they are easily accessible for you or customers.

H – Promotional Board
An area to insert signs that showcase combo deals and specials.
INSTALLATION

1. Upon delivery, immediately inspect equipment for any damage during shipping. Note any visible damage on the freight bill and file a claim with the delivering carrier at once.
2. Installation by a professional is recommended. A licensed electrician should be consulted and local codes must be followed. (Electrical specifications are 120 volts, 350 watts, 2.9 amps.)

PREPARING A NEW GRILL

1. Be sure the roller grill is set up on a flat, stable surface.
2. When the grill is new, simply wipe the rollers and the drip pan with a damp cloth to remove any dust or dirt.
3. Turn the power switch on; be sure the pilot light is glowing and the rollers are turning.
4. Adjust the temperature control to medium high — note that there may be two controls, one for the front and one for the back portion of the grill.

PREHEATING

Be sure the grill has been adequately preheated before adding any product:

- approximately 15 – 25 minutes
- on medium high setting of 7 – 8
- to a grill temperature of 4° – 165°F

Once roller grill has preheated, product is ready to be added.
DAILY CLEANING

THROUGHOUT THE DAY (while serving)
1. Be sure the serving area is free from spills. Use a soft, damp cloth to wipe up any messes.
2. Check the drip pan at least three times per day; remove and clean with hot, soapy water when necessary. Line tray with aluminum foil for easier clean-up.

AT THE END OF THE DAY (when finished serving)
1. Discard any leftover product and remove the sneeze guard.
2. Turn grill on high for 3-8 minutes to loosen any drippings between rollers.
3. Turn off heat, but keep rollers turning and wipe with a cool, damp cloth from the ends toward the center to keep grease and particles from accumulating in the corners.
4. Wash all areas except rollers with soapy water or an approved detergent for use on stainless steel. Use a soft, damp cloth to clean rollers.
5. Rinse with clear water and wipe dry with a clean cloth.
6. Rub metal surfaces in the direction of the polish lines to avoid scratching the finish.
7. Clean condiment containers and sneeze guard with warm, soapy water and rinse thoroughly.
8. Wipe bun area with a clean, wet cloth and let dry.
9. Clean the drip pan at the end of the day with hot, soapy water.

Do NOT use sanitizing solution, oven cleaner, abrasive materials (steel wool or wire brushes) or cleansers with chlorides or phosphates that could scratch Teflon or stainless steel.

Do NOT use window cleaner, because it can cause scratches and leave a cloudy residue.
GENERAL MAINTENANCE

If you keep your roller grill equipment clean and free from abuse, it will provide quality results for several years. Maintenance and repairs should always be handled by a factory-authorized agent.

If problems occur with your APW/Wyott roller grill, call the hotline available 24 hours a day, 7 days a week at 1-800-733-2203.

WARRANTY INFORMATION

APW/Wyott roller grills come with a limited warranty against defects in materials and workmanship subject to the following conditions:

• Time period is two years “onsite repair” for parts and labor effective from the original date of purchase. Should any product fail to function in its intended manner under normal use within the limits defined in the warranty, such product will be repaired or replaced by APW/Wyott or its authorized service agency. The authorized service agency may require proof of purchase. Parts replaced under warranty are warranted for the unexpired portion of the original product warranty only.

• APW/Wyott will only be responsible for charges incurred or service performed by its authorized agencies. The use of other than APW/Wyott authorized agencies will void this warranty.

• Warranty applies to the original owner only and is not assignable.

• Please check the product manual shipped with your equipment for additional exceptions and exclusions like improper installation, improper ventilation, improper cleaning, misuse, neglect or abuse.
RECEIVING PRODUCT

- Mark cases to be stored frozen with date received. Frozen product can be kept for up to 12 months.
- Mark cases to be stored in cooler with a “use-by” date 10 days from today’s date. (Example: product placed in cooler March 1 would have a use-by date of March 11.)
- Store product at least 6 inches off the floor and 6 inches from walls. First product received should always be served first.
- Mark any partially used bags of product with a use-by date 5 days from today’s date. (Example: product bag opened March 5 would have a use-by date of March 10. This date should not be later than the original use-by date on the case.)

THAWING FROZEN PRODUCT

- Thaw frozen hot dogs in a cooler at 30° - 40°F for 72 hrs. (3 days) prior to placing on the roller grill.
- Keep a three-day supply of thawed hot dogs in the cooler at all times.
HEATING

Be sure that the grill has been adequately preheated for at least 15 minutes. Warm thawed product according to the instructions listed on the package.

- Smaller products will warm more quickly than larger products. If you have multiple items, place the larger ones on the grill first.
- Cooking times vary depending on the product, the temperature and the equipment. Here are rough guidelines:
  - LARGE (4:1 or larger) = 35 - 40 minutes
  - MEDIUM (5:1 or 6:1) = 25 - 30 minutes
  - SMALL (8:1 or smaller) = 15 - 20 minutes
- Times may vary depending on your specific equipment. Note your equipment’s performance and adjust times and temperatures accordingly.
- When in doubt, allow 40 minutes for heating to be sure the product is thoroughly warmed to between 140°F-165°F internally.

HELPFUL TIPS

- Use a probe thermometer to check the product’s internal temperature and be sure it is a minimum of 140°F.

HOLDING

Do not hold product on the grill for more than 4 hours after heating.

- Hold product at a minimum internal temperature of 140°F.
- If you add new product to the grill, be sure to move the oldest product to the front and serve it first.
- Track on your prep chart when product is fully heated and holding begins. Discard any product that is held more than 4 hours after heating.

PREP, SALES AND WASTE CHARTS

Keep track of your daily Roller Grill operations in order to measure sales, track waste and maximize profits. Set up a simple chart that lists:

- Today’s Date
- Item Description, Quantity and Time Placed on Grill
- Amount Sold and Amount Discarded (Waste)

Use the numbers from your daily prep, sales and waste charts to:

- Plan your menu options
- Determine inventory quantities
FOOD SAFETY

• Always wash hands thoroughly and use gloves when handling and serving food.
• Keep hot dogs/smoked sausage, buns and condiments in separate holding containers to prevent cross-contamination.
• Keep hot dogs/smoked sausage at proper holding temp.
• Keep ice pack under condiment station frozen and keep condiment trays fresh at all times.

SERVING PRODUCT

HOT DOGS AND SAUSAGE LINKS

• Freshness and quality are important to your customers. Always keep the grill filled with at least 3 or 4 of each item ready to sell. A full grill looks more appealing and will cause more sales than one with just a few items on it.
• Make sure the serving area is neat and clean at all times.
• Mark products that are not yet heated and not ready to sell. Special Roller Grill Dividers that say “Stop, Not Ready” may be used.
• The first product heated should be the first product served.

BUNS

• Check buns daily to be sure they are fresh. Discard buns that have been in the roller grill bun box for more than 12 hours.
• Always keep buns wrapped in plastic, either bulk or individually. Many consumers prefer individually wrapped buns because they appear fresher and more sanitary.
• In self-serve units with bulk buns, provide plastic tongs or waxed paper so customers can remove their individual bun without disturbing others.

CONDIMENTS

The condiment station should always be filled with either bulk or individually packaged hot dog toppings. Recommended condiments include:

Ketchup  Onions  Hot Sauce
Mustard  Cheese  Salsa
Relish  Chili  Hot Peppers
Salt  Pepper  Sauerkraut
Pickles  Tomatoes  Mayonnaise

PAPER GOODS

You should also have plenty of the following supplies readily available in the roller grill serving area:

Napkins
Serving containers like paper trays, foil bags or wraps
PRODUCTS

PRODUCT SIZES
In general, hot dogs are measured according to how many are in a pound.
- 8 to 10 per pound (8:1 to 10:1) is usually considered regular size.
- 3 to 6 per pound (3:1 to 6:1) is often listed as a jumbo size.

TYPES OF HOT DOGS
- Meat hot dogs use a blend of pork, beef and possibly turkey.
- All Beef hot dogs are made entirely from beef.
- Kosher All Beef hot dogs are processed under kosher guidelines.

SPECIALTY SAUSAGES
Your customers want variety, so give them options like:
- Polish Sausage
- Italian Sausage
- Bratwurst
- CheddarWurst
- SpicyWurst
- Smoked Sausage
- Jalapeño Smoked Sausage
- Mesquite Smoked Sausage
- Mesquite Jalapeño Smoked Sausage
- Pepperjack Cheese Smoked Sausage
- Black Pepper Smoked Sausage

PRODUCT OFFERINGS
Take advantage of sales throughout the day!
- Add on morning sales by featuring Jimmy Dean® Pork Link Sausages on the roller grill from 5:00 – 11:00 am.
- Most operations benefit from having at least 3 or 4 different products available on the grill; remember, your customers like variety.
- Offering both “regular” and “jumbo” sizes creates more value for your customers and more profits for your store.
Maximizing Your Grill Menu

MENU IDEAS
Offer your customers weekly specials featuring unique and/or regional hot dog and smoked sausage builds. A few examples:

REGIONAL FAVORITES

New York Dog
Steamed onions and pale yellow mustard

Kansas City Dog
Sauerkraut with melted Swiss cheese on a poppy seed bun

Milwaukee "Dog"
Bratwurst with sauerkraut and yellow mustard

Charlotte Dog
Slaw-topped dog (grated cabbage, onions, mustard, sugar, salt, vinegar)

Memphis Dog
Chili and cheddar cheese topped with slaw

Chicago Dog
Ball Park® Chi-Town® Frank with yellow mustard, dark green relish, sport peppers, sliced tomatoes, chopped onions and celery salt on poppy seed bun

Dallas Dog
Hillshire Farm® Jalapeño Smoked Sausage with Mesquite BBQ sauce and cheddar cheese

Santa Fe Dog
SpicyWurst® Sausage with sour cream salsa

CONTEMPORARY TOPPINGS

The BLTreat
Shredded lettuce, chopped tomato, crumbled bacon and yellow mustard

It’za Pizza
Pepperoni, onions, green pepper, black olive slices, marinara sauce and mozzarella cheese

Ay-Fiesta
Seasoned beef, salsa, shredded cheddar cheese, shredded lettuce, chopped tomato and sour cream

Rollin’ Reuben
Sauerkraut, Swiss cheese, Thousand Island dressing

Grilled Garden
Chopped tomato, black olive slices, cucumber, pickle relish, whole grain mustard, chopped avocado, red onion and alfalfa sprouts

Zesty Western
Shredded cheddar cheese, barbecue sauce, chopped onion, jalapeño slices and crumbled bacon

Melted Patty
Chili, fried onions, Dijon mustard and shredded Swiss cheese

5 Alarm Fire
Hot chili, pepper jack cheese and hot pepper relish

Buffalo Blast
Chopped celery, hot sauce and bleu cheese dressing

El Cubano
Shaved ham, mayonnaise, mustard, pickle and Swiss cheese
Maximizing Your Grill Menu

Plan-O-Gram Options

**SMALL ROLLER GRILLS**

**BREAKFAST**

- A – Jimmy Dean Pork Link
- B – Ball Park 5:1 All Beef Hot Dog
- C – Hillshire Farm Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

**LUNCH**

- A – Ball Park 5:1 All Beef Hot Dog
- B – Hillshire Farm CheddarWurst
- C – Hillshire Farm Mesquite Jalapeño Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

**DINNER**

- A – Ball Park 6:1 All Beef Hot Dog
- B – Ball Park 4:1 Jumbo All Beef Hot Dog
- C – Hillshire Farm Mesquite Jalapeño Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

**LARGE ROLLER GRILLS**

**BREAKFAST**

- A – Jimmy Dean Pork Link
- B – Ball Park 6:1 All Beef Hot Dog
- C – Hillshire Farm CheddarWurst
- D – Hillshire Farm Italian Sausage
- E – Hillshire Farm Cracked Black Pepper Smoked Sausage

**LUNCH**

- A – Ball Park 6:1 All Beef Hot Dog
- B – Ball Park 4:1 Jumbo All Beef Hot Dog
- C – Hillshire Farm CheddarWurst
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage
- E – Hillshire Farm Italian Sausage

**DINNER**

- A – Ball Park 5:1 Jumbo All Beef Hot Dog
- B – Hillshire Farm CheddarWurst
- C – Hillshire Farm Italian Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage
- E – Hillshire Farm Polish Sausage
SIGNAGE & POINT OF SALE

Sara Lee offers powerful brands like Ball Park, Hillshire Farm and Jimmy Dean that will draw customers to your Roller Grill. Be sure to display branded signs.

• MENU BOARDS
   Every Sara Lee Roller Grill comes with a Menu Board complete with interchangeable Product Menu Strips and Price Number Kits. Use these materials to merchandise your menu items and featured prices.

• ROLLER GRILL DIVIDERS
   Be sure to let your customers know what you are selling! Place branded Roller Grill Dividers between the rollers by the appropriate products.

• OTHER POINT-OF-SALE
   Depending on your operation you may be able to use posters, static clings, pump toppers and more. Check with your manager or call your local Sara Lee representative for more details.
PROMOTIONS

Here are some ideas on how to increase roller grill sales:

1. **Suggestive Selling** – The most important promotional tool is friendly service and suggestive selling by store employees. Promote your roller grill offerings with pride and enthusiasm!

2. **Sampling** – Cut up hot dogs and offer a free taste to customers in your store to encourage them to purchase a whole item. (This is especially helpful if you have product that has been holding on the grill for some time and will soon need to be discarded.)

3. **Employee Contests** – Set up a competition among grill workers. Whoever sells the most hot dogs per hours worked wins a prize or award.

4. **Combo Meal Deals** – Sell a hot dog or specialty sausage with chips and a drink to give your customers more value and your store more profits.

5. **Frequent Buyer Program** – Give customers Frequent Buyer cards so that after they purchase 5 roller grill items, they get the 6th one free.

PROFIT ANALYSIS

Selling inferior product at discounted prices won’t increase your profits.

See how Sara Lee Foodservice brands adds to your bottom line:

<table>
<thead>
<tr>
<th></th>
<th>Non-Branded 8:1 Hot Dog</th>
<th>Ball Park® Branded 5:1 Frank</th>
<th>Hillshire Farm® Branded 5:1 Smoked Sausage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat Cost</td>
<td>$0.24</td>
<td>$0.39</td>
<td>$0.68</td>
</tr>
<tr>
<td>Other Costs</td>
<td>$0.14</td>
<td>$0.14</td>
<td>$0.14</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$0.38</td>
<td>$0.53</td>
<td>$0.82</td>
</tr>
<tr>
<td>20% Waste</td>
<td>$0.08</td>
<td>$0.11</td>
<td>$0.16</td>
</tr>
<tr>
<td>Total Costs</td>
<td>$0.46 each</td>
<td>$0.64 each</td>
<td>$0.98 each</td>
</tr>
<tr>
<td>Menu price</td>
<td>$0.60 each</td>
<td>$1.29 each</td>
<td>$1.39 each</td>
</tr>
<tr>
<td>Profit/Sale</td>
<td>$0.14</td>
<td>$0.65</td>
<td>$0.41</td>
</tr>
<tr>
<td>Profit/Pound</td>
<td>$1.12</td>
<td>$3.25</td>
<td>$2.05</td>
</tr>
<tr>
<td>Sales/Year</td>
<td>624 lbs. or 4,992 units</td>
<td>624 lbs. or 3,120 units</td>
<td>624 lbs. or 3,120 units</td>
</tr>
<tr>
<td>Profits/Year</td>
<td>$698.88</td>
<td>$2,028.00</td>
<td>$1,279.20</td>
</tr>
</tbody>
</table>

$2,028.00
ALMOST 3X MORE!

Costs, waste and sales figures are an example only. Your results may vary.
www.saraleefoodservice.com

Sara Lee Foodservice
For More Information, Call 1-800-682-SARA (7272)